Retailer Profiles, 2025

A snapshot view for each of the top six retailers using the very latest Shopper Intelligence data set

Shopper Intelligence

X = rank vs. 6 main retailers

TESCO Retailer profile

Shopper Intelligence

Driving the trip to store

Price indicates retailer value	56%	5
Execution drives loyalty	44%	6
Promotions drive the trip	37%	4

Delivering what shoppers want

Price satisfaction	70%	5
Quality satisfaction	81%	3
Assortment satisfaction	81%	3
Ease of shop satisfaction	81%	3

Maximising the basket

Buy extra to try new/different	49%	5
Pay more for better quality	54%	3
Promotional incrementality	43%	5

n=7,574

X = rank vs. 6 main retailers

Sainsbury's Retailer profile

Shopper Intelligence

Driving the trip to store

Price indicates retailer value 55% 6

Execution drives loyalty 45% 4

Promotions drive the trip 38% 3

Delivering what shoppers want

Price satisfaction 68% 6

Quality satisfaction 82% 1

Assortment satisfaction 82% 1

Ease of shop satisfaction 82% 1

Maximising the basket

Buy extra to try new/different 50% 4

Pay more for better quality 56% 2

Promotional incrementality 44% 3

n=7,498

X = rank vs. 6 main retailers

ASDA Retailer profile

Shopper Intelligence

Driving the trip to store

Price indicates retailer value	60%	2
Execution drives loyalty	46%	3
Promotions drive the trip	43%	2

Delivering what shoppers want

Price satisfaction	74%	3
Quality satisfaction	81%	2
Assortment satisfaction	81%	4
Ease of shop satisfaction	81%	2

Maximising the basket

Buy extra to try new/different	53%	2
Pay more for better quality	52%	4
Promotional incrementality	44%	2

n=6,914

X = rank vs. 6 main retailers

Morrisons Retailer profile

Since 1899

Shopper Intelligence

Driving the trip to store

Price indicates retailer value	59%	3
Execution drives loyalty	50%	1
Promotions drive the trip	47%	1

Delivering what shoppers want

Price satisfaction	74%	4
Quality satisfaction	80%	4
Assortment satisfaction	81%	4
Ease of shop satisfaction	80%	5

Maximising the basket

Buy extra to try new/different	58%	1
Pay more for better quality	63%	1
Promotional incrementality	44%	4

n=6,367

X = rank vs. 6 main retailers

Retailer profile

Driving the trip to store

Price indicates retailer value	57%	4
Execution drives loyalty	44%	5
Promotions drive the trip	23%	6

Delivering what shoppers want

Price satisfaction	80%	1
Quality satisfaction	77%	6
Assortment satisfaction	74%	5
Ease of shop satisfaction	80%	4

Maximising the basket

Buy extra to try new/different	48%	6
Pay more for better quality	44%	6
Promotional incrementality	42%	6

n=3,126

X = rank vs. 6 main retailers

Retailer profile

Driving the trip to store

Price indicates retailer value	61%	1
Execution drives loyalty	49%	2
Promotions drive the trip	35%	5

Delivering what shoppers want

Price satisfaction	80%	2
Quality satisfaction	77%	5
Assortment satisfaction	72%	6
Ease of shop satisfaction	79%	6

Maximising the basket

Buy extra to try new/different	51%	3
Pay more for better quality	49%	5
Promotional incrementality	46%	1

n=3,055

All % shown are 'net agreement' scores – top 2 box minus bottom 2 box for each statement; except Promotional Incrementality which represent % shoppers

Detail of measures used:

All data is total main store (all categories), YTD 2025

Driving the trip to store

Measure	Detail
Price indicates retailer value	Is the category price likely to influence shoppers about overall retailer value
Execution drives loyalty	Will good execution encourage shoppers to visit the retailer again
Promotions drive the trip	Do strong deals encourage shoppers to make a specific to retailer

Delivering what shoppers want

Measure	Detail
Price satisfaction	Satisfaction score – Great Prices
Quality satisfaction	Satisfaction score – Great Quality
Assortment satisfaction	Satisfaction score – Good Range
Ease of shop satisfaction	Satisfaction score – Easy to find my choice

Maximising the basket

Measure	Detail
Buy extra to try new/different	Likelihood to buy additional items to try innovation
Pay more for better quality	Willingness to pay more for better quality/premium options
Promotional incrementality	Level of incrementality from those buying on promotion

Our data is now continuously tracked, all-year-round, quarterly and annual reads are available

200+
Categories

75,000+
Shoppers

100+
Metrics

Category oriented
Unashamedly category and shopper focussed

Retailer oriented
Get a perspective that retailers truly value

Comparisons
Across store and competitor comparisons that unlock the insights

Always Up To Date
Know the latest market dynamics

Affordable and efficient
Cover all your categories and retailers continuously

Retailer profile, explanation and implications

Driving the trip to store

Strong scores (and high rankings) here will indicate that the selected retailer is delivering well on driving traffic to store. This could be down to strong prices and price communication which is driving value perception overall. Additionally, good execution of key categories (and departments) will be driving shopper loyalty and return visits. Finally, strong promotional offers communicated well pre-store may also be encouraging shoppers in. Conversely, poor performance here clearly means these areas need more focus – drill into specific categories to identify focus points.

Delivering what shoppers want

These attributes are critical hygiene factors for retailers and must be delivered well to keep shoppers happy - they are the things shoppers prioritise the most. Its important to get a good understanding across the store of where these factors need most focus – for example there will be certain categories where price is significantly more important to shoppers and others where is less of a concern. Getting this balance right will mean a more effective use of resources with better results ultimately.

Maximising the basket

Elements in this bucket are the perfect opportunity for retailers to differentiate themselves and drive growth. As with other factors, things like Innovation and Premium, which we see here, can help significantly drive value – but it must be focussed on the right categories and opportunities in order to be effective. Promotions are a necessity to grocery retailing, so strong incrementality here will mean these activations are less likely to dig away at base sales through subsidising regular purchases – again knowing where to focus will be key.

Shopper Intelligence

Get this data for your category now!

For quality insight, delivered immediately and backed by expert support – don’t settle for anything less than Shopper Intelligence.

We can help you tackle your category and shopper challenges; whatever you’re working on..

Contact us to find out more:

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